IN THE SPECIFICATION

Please amend the Specification as follows:

Please amend the paragraph beginning on page 1, line 10 as follows:

Delivery of interactive content with broadcast programming presents several special problems issues. First, for the interactive content to be effective, it must should be synchronized with the broadcast. This entails delivering an interactive complement to an advertisement at the same time that the broadcast advertisement airs, or coordinating interactivity with events in the ad.

Please amend the paragraph beginning on page 1, line 14 as follows:

Second, the delivery of interactive content must should be reliable. Since the interactive content is broadcast in a data stream parallel to the video stream, there is the possibility that the interactive content might be stripped out or corrupted at the broadcast site, or at the local subsystem, such as a local network affiliate or a cable headend. Finally, it is often desirable to target the interactive content to the specific viewer or delivery system. Digital cable systems, for example, have much higher bandwidth for delivering interactive content than the limited bandwidth provided by the vertical blanking interval (VBI) data transmission methods available to analog cable systems. It is advantageous to build a system that selectively utilizes this higher bandwidth when present in the broadcast environment. Additionally, demographic factors might motivate targeting different interactive content to different delivery systems.

Please insert the following paragraphs beginning on page 2, line 8 as follows:

<u>BRIEF DESCRIPTION OF THE DRAWINGS</u>

<u>Figure 1 illustrates a block diagram of an interactive content delivery system.</u>

<u>Figure 2 is a block diagram of an interactive content delivery system with interactive content preservation technology, in accordance with an embodiment.</u>

<u>Figure 3 is a block diagram of various interactive content codes, in accordance with an embodiment.</u>

<u>Figure 4 is an alternate embodiment of an interactive content delivery system with interactive content preservation technology, in accordance with an embodiment.</u>

<u>Figure 5 is a block diagram of a closed caption line with interactive content codes, in accordance with an embodiment.</u>

<u>Figure 6 is a block diagram of a local subsystem with interactive content preservation technology, in accordance with an embodiment.</u>

<u>Figure 7 is a flow diagram of the processing of a local interactive broadcast server, in accordance with an embodiment.</u>

<u>Figure 8 is an illustration of local subsystem data structure, in accordance with an embodiment.</u>

Please amend the paragraph previously beginning on page 2, line 8 as follows (insert the header):

<u>DETAILED DESCRIPTION</u>

A first order approach, as described in co-pending application 09/333,724, entitled "Automatic Control of Broadcast and Execution of Interactive Applications to Maintain Synchronous Operation With Broadcast," filed June 15, 1999, assigned to the assignee of the present application and which is hereby incorporated by reference, involves the placement of an interactive broadcast server (IBS) at a broadcast facility to insert interactive content into a video stream. This server utilizes the network playlist system or other program identifying techniques in order to insert the appropriate interactive content for the current broadcast program or segment. A broadcast facility using this technology is illustrated in Figure 1.

Please amend the paragraph beginning on page 5, line 1 as follows:

~~SUMMARY OF INVENTION~~

~~This invention provides~~ Embodiments of the inventive subject matter provide technology for ensuring reliable transmission of interactive content. This is achieved through the insertion of interactive content codes in the video signal at certain points in the path, which the video takes from the broadcast origination to the customer premise equipment. Servers ~~collocated~~ co-located at the broadcasting facility bridge around the hardware that may destroy ~~destroys~~ the interactive content, in an embodiment, and may detect the interactive content codes and use the codes as triggers for the blocking, re-inserting, or substituting of interactive content in the transmission path.

Please remove the paragraph beginning on page 8, line 17 as follows:

~~BRIEF DESCRIPTION OF THE DRAWINGS~~

~~Figure 1 illustrates a block diagram of a prior art interactive content delivery system.~~

~~Figure 2 is a block diagram of an interactive content delivery system with interactive content preservation technology.~~

~~Figure 3 is a block diagram of various interactive content codes.~~

~~Figure 4 is an alternate embodiment of an interactive content delivery system with interactive content preservation technology.~~

~~Figure 5 is a block diagram of a closed caption line with interactive content codes.~~

~~Figure 6 is a block diagram of a local subsystem with interactive content preservation technology.~~

~~Figure 7 is a flow diagram of the processing of a local interactive broadcast server.~~

~~Figure 8 is an illustration of local subsystem data structure.~~

Please remove the header beginning on page 9, line 7 as follows:

~~DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS~~